

Comprehensive Plan Design Workshop

Options and Possibilities

ECONOMIC DEVELOPMENT

WHAT WE WANT

- Pedestrian friendly retail
- AH should be a unique destination
- Mixed-use development
- AH Vernacular in design of business area
- Entertainment
- Sales Tax Generating development
- Less banks (More sales tax generating business)
- Eco friendly development
- Transit connections

FORM OF DEVELOPMENT

- Parking is important and solutions needed
- Physical infrastructure needs to be in place to support vision (drainage and sidewalks)
- No big box development
- Separate “Form” from “Use” – some chains could go into smaller scale sites
- “Smart Transitions” Should be developed to separate commercial corridor and adjacent residential uses
- No Drive-throughs (applies to all businesses)
- Shared Parking

HOW WE GET THERE

- City determine “vision”
- City actively pursues vision
- Use incentives for retaining independent (non-chain) businesses (during redevelopment)
- Use incentives for Green development
- Use new specifics (e.g. design standards) for development to reduce vagueness that causes uncertainty in development process
- Improve development process/codes/zoning (reduce ambiguity)
- Use new City Hall complex as model for development – mixed use and environmental – LEED green
- Use incentives to encourage new development and redevelopment
- Change and use zoning as incentive to achieve vision
- Enhance connectivity of commercial areas

POSITION/MARKET ALAMO HEIGHTS

- Education of local market
- McNay-Witte corridor district (branding concept)

- Use Art in private and public infrastructure projects to make unique commercial corridor
- Unique destination is goal
- Public spaces could also be used to create unique retail/mixed-use corridor.

